BENTON HARBOR FRUIT MARKET

1974 ANNUAL SUMMARY

FEDERAL-STATE MARKET NEWS SERVICE

FOREWORD

This summary is a condensed report covering the daily trading activities of growers and buyers at the Benton Harbor Cash Market during the 1974 marketing season.

Information contained in this summary inculde, total grower loads arriving at the market, package count, day buyer registration, prices paid to growers, also average prices for commodities with significant volume. Other important information include, total cash returns for the season, compared with other yearly averages. Narrative reviews of important commodities, with additional information influencing market price conditions.

Additional printed copies of this summary may be obtained upon request from:

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ACKNOWLEDGMENT

Growers and Buyers who participated in the $t_{\rm rad}$ ing activities at the Benton Harbor Cash Market made this report possible.

Mr. Ken Slater and Mr. Al Braudo, Benton Harbor Cash Market Managers and staff, provided package count, grower loads and day buyer registration.

U.S. Department of Agriculture, Statistical Reporting Service, Crop Reporting Board, Lansing, Michigan.

Michigan Department of Agriculture, Marketing Division cooperating with the U.S. Department of Agriculture, Agricultural Marketing Service, Fruit and Vegetable Market News Service.

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Released December 1974

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,		1.	ARKETING SEASON			1
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	T	_		_		1
	June	1	Strawberries	June	30	1
٠	June	20	Sweet Cherries	July	20	ī
	June	24	Gooseberries	July	15	
	July	1	Red Raspberries	July	~/	1
	July	4	Blk Raspberries	July	20	1
1	July	4	Sour Cherries	July	30	t
1	July	6	Red Currants	July	25	1
1	July	10	Dewberries	July	30	1
1	July	15	Blueberries	Sept.	12	ı
	July	18	Snap Beans	Sept.	10	ſ
1	July	18	Cucumbers	Sept.	20	1
	July	20	Apples (Summer)	Aug.	30	Ť
1	July	22	Tomatoes	Oct.	20	ş
1	July	25	Potatoes	Oct.	30	1
1	July	25	Peppers	Oct.	15	ſ
1	Aug.	4	Cantaloupes	Oct.)	î
1	Aug.	5	Eggplant	Oct.	1	t
1	Aug.	6	Peaches	Sept.	~)	t
1	Aug.	10	Pears	Oct.	30	Ť
1	Aug.	12	Plums	Sept.	25	Ĭ
1	Aug.	20	Lima Beans	Oct.	20	t
1	Aug.	25	Grapes	Oct.	31	ī
1	Sept.	15	Apples (Fall)	Nov.	5	Î
•	Sept.	15	Cauliflower	Nov_{ullet}	1	t
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NTON HARBOR CASH MARKET FRUIT & VEGETABLE SUMMARY 1974 SEASON, JUNE 10 TO OCTOBER 8

Production of most Michigan grown fruits increased during 1974. Apples, peaches, and strawberries accounted for the largest increase. Raspberries and cantaloups were the only two commodities that declined in volume on the Benton Harbor Cash Market in 1974. Summer vegetable receipts on the Benton Harbor Cash Market declined sharply this season. The combined fruit and vegetable receipts on the market totaled 28,077 loads in 1974. There were 26,563 loads received in 1973.

Growing conditions were generally favorable for fruit trees. Winter temperatures in Southwestern Michigan were not severe, and freeze injury to most fruit trees was light. Many orchards were protected from the spring frost, and escaped serious damage. Growing conditions for summer vegetables were generally poor. The high temperatures and lack of moisture, during July and August reduced size and yields.

The following includes a few marketing comments on the major fruits and vegetables marketed on the Benton Harbor Cash Market.

Apples - The total Michigan apple production was 15,476,000 bushels in 1974, compared with 10,476,000 in 1973, and 17,381,000 in 1972. Apple receipts at the market in 1974 increased sharply. A total of 150,924 bushel basket equivalents were received in 1974. Receipts totaled 85,946 bushel basket equivalents in 1973.

The total cash return to the growers for apple sales at the market were \$611,242.22 in 1974, compared with \$460,670.56 in 1973. The average price per wishel unit was \$4.05.

The primary container used was bushel and 1/2 bishel basket containers. A very small amount of bushel cartons and 3/4 bushel crates were used.

Peaches - A total of 5,550 bushels, 54,516 3/4 bushel, and 203,516 1/2 bushel baskets were received at the market in 1974. The total cash value in 1974 was \$1,067,110.10, compared with \$621,307.38 in 1973.

Plums - Prumes - The total 1974 volume of all plum varieties increased. Receipts at the Benton Harbor Cash Market of 1/2 bushel cartons were 62,841, compared with 43,423 in 1973. The average price per 1/2 bushel carton was \$4.15 in 1974, compared with the average price of \$4.01 in 1973. The 1974 total cash returns to growers were \$260,790.15, compared with \$174,126.20 in 1973. The Stanley prune variety accounted for a large percentage of the total supply. The primary container used in 1974 was the 1/2 bushel carton.

Tomatoes - The total volume received at the Benton Harbor Cash Market was 156 carlots in 1974, compared with 193 carlots in 1973. The primary container used was the 8 quart carton which represented 61 carlots. Although the total volume declined, the cash returns increased. The average price paid for all packs increased in 1974. The total dollar value at the market was \$1,010,343.52 in 1974, compared with \$987,936.22 in 1973.

Strawberries - The total volume of 16 quart crate equivalents received at the Benton Harbor Cash Market in 1974 was 210,751, compared with 169,304 in 1973.

The 1974 Benton Harbor Cash Market strawberry weighted average price per 16 quart crate was \$7.68; down slightly from the record high price of \$7.99 per crate set in 1973. The total cash returns to growers at the market were \$1,618,567.68 in 1974, compared with \$1,352,738.96 in 1973.

A tabulation was made of strawberry volume moving direct to market, excluding those reported by the Benton Harbor Cash Market. These shipments were reported by growers and shippers selling direct to wholesale terminal markets and other fresh market outlets. Considerable care was taken with individual grower and shipper that reported, to avoid duplication. The 1974 shipments were 97,125 16 quart crate equivalents, compared with 94,800 in 1973. By using the 1974 Benton Harbor Cash Market average price of \$7.68 per 16 quart crate, the dollar value of this movement was estimated at \$745,920.00.

BENTON HARBOR CASH MARKET FRUIT & VEGETABLE SUMMARY 1974 SEASON

The total 1974 Michigan strawberry deliveries to Southwestern Michigan processors were 1,700,655 pounds. The price paid to growers per pound was mostly 26ϕ for frozen stock and mostly 16ϕ for juice stock berries. The total dollar value at the processed level for all strawberries used in Southwestern Michigan for freezing was \$442,170.30.

The combined total dollar value of Southwestern Michigan grown strawberries sold in 1974 was \$2,806,657.98, compared with \$2,591,533.64 in 1973.

COMBINED TOTAL DOLLAR VALUE OF STRAWDERRY SALES IN SOUTHWEST MICHIGAN

	1974	1973
Benton Harbor Cash Market	\$1,618,567.68	\$1,352,738.96
Direct Sales, Excluding Benton Harbor Cash Market volume	745,920.00	757,452.00
Prices paid to Growers by Southwest Michigan processors	442,170.30	481,342.68
TOTAL	\$2,806,657.98	\$2,591,533.64

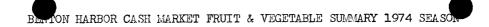
BENTON HARBOR CASH MARKET FRUIT & VEGETABLE SUMMARY 1974 SEASON GENERAL SUMMARY OF MARKET VOLUME, 1964 THROUGH 1974

THE TEN-YEAR AVERAGE DOES NOT INCLUDE 1974 FIGURES GROWER LOADS NUMBER PACKAGES CARLOT EQUIV. DAY BUYERS CASH RETURNS SEASON SEASON TOTALS SEASON TOTALS SEASON TOTALS REGISTRATION SEASON TOTALS 2,908 \$8,291,634 1964 3,479,559 4,322 62,380 54,080 2,686 8,596,296 1965 3,483,309 3,929 1,926 6,827,780 1966 47,881 2,807,329 2,614 48,353 2,116 6,854,696 1967 2,466,053 2,378 1,943 1,664 5,981,699 1968 38,839 2,291,732 2,695,072 2,428,213 2,467 2,251 2,204 2,367 6,920,490 1969 44,775 6,228,452 1970 42,423 5,446,610 1971 40,713 2,408,438 2,036 2,962 31,591 2,201 1972 5,987,864 1,931,439 1,694 5,320,827 **_1,**1<u>6</u>9 1973 26,563 1,606,748 10-YEAR 2,559,789 2,480 AVERAGE 43,759 2,318 6,645,634 2,428 6,224,852 1,422 28,077 1,588,511 FIGURES IN THE FOLLOWING TABULATIONS ARE COMPILED FROM DATA ASSEMBLED FROM PAST SEASONAL SUMMARY RECORDS OF THE BENTON HARBOR CASH MARKET ON IMPORTANT COMMODITIES. AVERAGE PRICES ARE ON A WEIGHT-ED BASIS, EXCEPT THE 10-YEAR AVERAGE - SIMPLE AVERAGE. CARLOT EQUIVALENTS SEASON AVERAGE CASH RETURNS SEASON TOTALS PRICE SEASON_TOTALS APPLES (BUSHEL BASKET) \$725,857 602,170 714,604 1964 516 \$1.75 1965 421 1.79 1966 368 2.43 1967 291 2.35 546,798 1968 171 376,497 2.76 1969 426,593 281 1.90 546,557 1970 328 2.08 1971 349 2.04 569,894 556,303 1972 274 2.54 1973 107 _4<u>6</u>0<u>,</u>6<u>7</u>0_ 5.36 10-YEAR AVERAGE 2.50 552,594 310 189 4.05 BLACK RASPBERRIES (12-PT FLATS) \$ 73,870 78,792 1964 17 \$3.02 1065 3 32

1902	17		3.34	78 , 792
1966	17		2.81	67,173
1967	19		3.96	104,833
1968	4		5 .2 5	26 , 843
1969	2		5.47	14,317
1970	6		4.29	39,339
1971	4		4.52	26,270
1972	3		6.28	26,451
1973	ī		7-57	13,020
The second secon	en en el engine en men men men	فيوالك فالريجة فالأفسد للترفير يالك	and the property of the state o	
10-YEAR				
AVERAGE	9		4.64	47,090
				,300
1974	1		8 . 96	17,516
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		-/-		

BENTON HARBOR CASH MARKET FRUIT & VEGETABLE SUMPARY 1974 SEASON

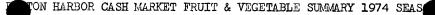
SEASON	CARLOT EQUIVALENTS SEASON TOTAL		ASON AVERAGE PRICE	CASH RETURNS SEASON TOTALS
	:	CANTALOUPS	(BU)	
1964 1965 1966 1967 1968 1969 1970 1971	159 141 106 97 90 58 76 69 71		\$2.67 2.31 3.23 2.99 3.04 3.25 2.97 3.37 4.30 3.65	\$296,645 227,320 291,610 247,341 231,979 159,939 192,631 196,743 244,119 248,575
10-YEAR AVERAGE	94		3.17	233,690
1974	58		4.66	228,675
1964 1965 1966 1967 1968 1969 1970 1971 1972 1973	65 78 69 55 72 65 85 73 68 76	CUCUMBERS \$2.7 3.1 3.2 3.5 3.8 4.4 2.9 3.3 5.1	\$\frac{\\$1.29}{1.34}\$ 6	\$111,495 154,610 143,868 127,352 175,444 187,697 167,518 168,210 239,707 226,511
AVERAGE	70	3 . 6	6 1.55	170,241
1974	66	5.4	8 2.87	257,768
		GRAPES	12 OF 4 OF	
1964 1965 1966 1967 1968 1969 1970 1971 1972 1973	163 159 126 118 80 84 110 107 81	8-2 QT. \$3.10 3.29 3.38 3.60 3.98 4.40 3.92 3.70 4.77 6.74	12-QT. \$1.01 .97 .97 .99 .49 .09 .53 .51 .65 .51 .52 .65 .52 .65 .52 .52 .52 .53 .53 .53 .55 .51 .52 .55 .55 .55 .55 .55 .55 .55	\$237,816 242,996 321,546 351,007 281,237 290,807 360,386 319,820 367,746 219,278
1974	51	6.24	2.61 1.10	299,263 283,274
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SEASON	CARLOT EQUIVALENTS SEASON TOTAL		SEASON AVE	RAGE	CASH RETURNS SFASON TOTALS
		<u>P E A C H E S</u>	<u> </u>		
1964 1965 1966 1967 1968 1969 1970 1971	1,000 1,042 237 362 152 440 299 281 18	BU BSKT \$1.83 1.99 4.00 3.80 3.89 1.94 3.42 2.82 7.50 5.50	3/4 BU \$2.41 2.63 5.23 5.22 3.72 2.53 3.43 3.12 6.70 5.91	1/2 BU \$1.20 2.39 2.45 2.29 1.35 1.80 1.70 5.05 3.38	\$1,420,387 1,538,278 679,802 1,142,002 398,454 813,913 795,299 677,452 116,748 621,306
10-YEAR AVERAGE	396	3.56	4.09	2,16	820,364
1974	220	5.85	6.51	3.34	1,067,110
		PEARS	(BU BSKT)		
1964 1965 1966 1967 1968 1969 1970 1971 1972	146 60 98 60 17 87 40 48 75		\$1.81 3.13 2.36 3.34 3.92 2.24 2.77 2.35 2.90 5.32		\$158,376 112,079 139,112 117,411 40,869 117,167 66,452 67,785 141,404 59,323
10-YEAR AVERAGE	65		3.01		101,997
1974	19		4.62		52,497
		<u>P L U M S</u>	(1/2 BU B	SKT)	
1964 1965 1966 1967 1968 1969 1970 1971 1972	150 91 121 103 59 101 70 102 59		\$1.43 2.28 2.23 2.41 3.12 1.80 2.60 1.71 3.54		\$193,384 185,881 242,242 222,811 166,476 226,432 226,356 218,098 259,595 174,126
10-YEAR AVERAGE	89		2.51		211,540
1974	50		4.15		260,790

BENTON HARBOR CASH MARKET FRUIT & VEGETABLE SUMMARY 1974 SEASON

	CARLOT EQ	TTTATESTOR			T		
SEASON	SEASON TO	TAL		SEASON PRI	AVERAGE ICE		CASH RETURNS SEASON TOTALS
		<u>RED RA</u>	SPBER	RIES	(12 - PT	FLATS)	
1964 1965 1966 1967 1968 1969 1970 1971	33 33 8 15 10 8 10 6 5			5, 5, 4, 5, 5,	23 44 42 22 94 99 60 83 22 59		\$147,204 160,138 57,576 111,723 66,378 58,353 85,456 48,645 51,218 31,559
10-YEAR AVERAGE	13			5.	.34		81,825
1974	3			8.	60		33,247
1964	020	STRA	WBERR		16-QT CR	ATES)	
1964 1965 1966 1967 1968 1969 1970 1971	930 865 653 690 726 811 611 542 489 282			5. 5. 5. 5. 5.	70 13 11 57 77 26 08		\$2,706,877 2,958,984 2,011,190 2,114,696 2,397,532 2,807,387 1,928,768 1,652,285 1,768,321
10-YEAR AVERAGE	659				64		2,169,877
 1974	402			 7.	 68		1,618,567
·		## T O 8-QT 12-FT CARTON FLATS		S 8-2 QT CRATES	20 LB. CARTON	8-QT FLATS	
1964 1965 1966 1967 1968 1969 1970 1971	514 554 500 301 340 287 290 234 227	\$1.21 1.10 1.20 1.25 1.14 1.25 1.00 1.33 1.51	\$.77 .71 .92 1.00 1.12 1.40 1.33 1.62 2.06 1.86	\$2.67 3.10 3.01 3.16 3.34 3.20 3.04 3.63 4.14 3.96	\$2.25 2.28 2.50 2.25 2.32 2.65 2.50	\$2.10 2.44 1.94 2.42 2.77 3.00	\$1,012,833 1,131,524 1,322,733 1,094,858 1,207,779 1,146,096 1,002,578 1,110,334 1,227,443 987,936
10-YEAR AVERAGE	344	1.23	1.27	3.3.2	2.39	2•44	1,124,411
1974	156	1.95 3.29	2.23	4.61	3.25	3,35	1,010,344



THE FOLLOWING CHARTS ARE TABULATIONS OF THE 1974 BENTON HARBOR CASH MARKET MOVEMENT OF COMMODITIES, PACKAGE TYPE AND NUMBER, CARLOT EQUIVALENTS, WEIGHTED AVERAGE PRICES, AND TOTAL CASH VALUE OF ALL COMMODITIES SOLD AT THE MARKET. THE WEIGHTED AVERAGE PRICES AS WELL AS PACKED AND OPEN CONTIANERS INCLUDE ALL GRADES, SIZES, QUALITY AND CONDITION OF ALL VARIETIES.

TABLE I

SEASONAL TOTALS FOR INDIVIDUAL COMMODITIES:							
COMMODITIES	USUAL TYPE CONTAINERS	NUMBER OF PACKAGES	CARLOT EQUIVALENTS	AVERAGE PRICE FOR SEASON	CASH RETURNS SEASON TOTAL		
APPLES	BUSHEL BASKET	150,924	189	\$4.0C	\$ 611,242.20		
APRICOTS	8-QT FLATS	3,256	3	6.15	20,024.40		
BEANS-GREEN	BUSHEL CRATES 12-QT BASKETS	10,514 4,098	12 3	6.13 3.83	64,450.82 15,695.34		
BERRIES: BLACKBERRIES BLACK RASPBERRIES BLUEBERRIES DEWBERRIES GOOSEBERRIES RED RASPBERRIES	12-PT FLATS 12-PT FLATS 12-PT FLATS 12-PT FLATS 12-PT FLATS 12-PT FLATS	2,944 1,955 31,817 23 98 3,866	2 1 23 SUPPI SUPPI 3	6.74 8.96 4.65 JES INSUFFICIENT JES INSUFFICIENT 8.60			
STRAWBERRIES	16-QT CRATES	210,751	402	7.68	1,618,567.68		
CABBAGE	50 LB SACKS	3,402	6	3,36	11,430.72		
CANTALOUPS	BUSHEL BASKET	49,072	58	4.66	228,675.52		
CAULIFLOWER	CRATES	720	2	5.09	3,664.80		
CHERRIES: SOUR SWEET	8-QT FLATS 8-QT FLATS	997 7, 909	1 7	4.43 7.09	4,416.71 56,074.81		
CORN	DOZEN	62,375	86	•76	47,405.00		
CUCUMBERS DILLS & PICKLES	BU BSKTS-CTNS 12-QT BASKETS	38,603 16,106	55 11	5.48 2.87	211,544.44 46,224.22		
DILL	BUNCHED 12S	4,553	4	2.46	11,200.38		
EGGPLANT	BUSHEL BASKET	2,108	3	5.38	11,341.04		
FLOWERS: GLADIOLUS	CANS 15-1 DOZEN	5,948	7	6.01	35,747.48		
GRAPES	8-2 QT CTNS. 12-QT BASKETS 4-QT BASKETS	24,837 48,349 1,910	18 32 1	6.24 2.61 1.10	154,982.88 126,190.89 2,101.00		
GOURDS	BUSHEL BASKET	4,266	6	6.09	25,979.94		
NECTARINES	HALF BUSHEL	8,070	6	4.96	40,027.20		
ONIONS	10 LB. 50 LB.	420 427		IES INSUFFICIENT IES INSUFFICIENT			

BENTON HARBOR CASH MARKET FRUIT & VEGETABLE SUMMARY 1974 SEASON

COMMODITIES	SEASONAL TOTALS USUAL TYPE CONTAINERS	FOR INDIVID NUMBER OF PACKAGES	UAL COM CARLOT EQUIVAI	_Ā	(CONTINUED) VERAGE PRICE FOR SEASON		SH RETURNS ASON TOTALS
PEACHES	BUSHEL 3/4 BUSHEL 1/2 BUSHEL	5,552 54,516 203,516	8 61 151		\$5.85 6.51 3.34	\$	32,467.50 354,899.16 679,743.44
PEARS	BUSHEL BASKET	11,363	19		4.62		52,497.06
PEPPERS	BUSHEL BASKET 12-QT BASKET	16,776 1,627	20	SUPPLIES	5.71 INSUFFICIENT	TO QUOTE	95,790.96
PLUMS	HALF BUSHEL	62,841	50		4,15		260,790.15
POTATOES	10 LB. 50 LB.	2,188 1,007			INSUFFICIENT INSUFFICIENT	TO QUOTE	
QUINCE	HALF BUSHEL	277		SUPPLIES	INSUFFICIENT	TO QUOTE	
SQUASH	BUSHEL 8-QT CTNS.	16,827 71,139	23 1 8		4.18 1.44		70,336.86 102,440.16
TOMATOES	8-QT CTNS. 12-QT BASKETS 8-2 QT CTNS. 20 LB. CTNS. 8-QT FLTS (PLUM) 12-PT FLTS (CHERRY	244,953 73,022 36,590 4,172 8,512) 48,201	61 37 28 2 4 24		1.95 2.23 4.61 3.25 3.41 3.29		477,658.35 162,839.06 168,679.90 13,559.00 29,025.92 158,581.29
TOTAL	1,	563,397	1,422			6,	224,852.29

MISCELLANEOUS COMMODITIES

25,114

GRAND TOTAL

1,588,511



BENTON HARBOR CASH MARKET FRUIT & VEGETABLE SUMMARY 1974 SEASON:

CARLOT CONVERSION FACTORS:

COMMODITY	CONTAINER	FACTOR
APPLES	BUSHEL (45-48 LB.)	800 1100 900
APRICOTS	8-QT FLATS	1200
BEANS (ALL TYPES)	BUSHEL (28-30 LB.)	850 1500
BERRIES-ALSO CHERRIES AND OTHER ITEMS PACKED	IN BERRY CRATES 16-QT CRATES 8-QT FLATS 12-PT TRAYS	525 1050 1400
CABBAGE	50 LB. SACK OR BU	600
CANTALOUPS	BU BASKETS OPEN	850 7 00
CAULIFLOWER	LI CRTS & MISC. CRTS. 12S (45-50 LB.)	400
CELERY	W.B. CRTS	600
CIDER	CASES-4 GAL. OR 6-2 GAL	600
CORN-SWEET	5 DOZEN	725
CUCUMBERS	BUSHEL	700 1500
CURRANTS	8-QT FLATS	1200
DILL	DOZEN BUNCHES	1200
EGGPLANT	BUSHEL	775
FLOWERS	30 LB. TIN 15½ DOZ. BCHS	900
GOURDS	BUSHELS	750
GRAPES	12-QT BASKETS (18-20 LB.)	1500 3600 1350
NECTARINES	½ BU. BASKETS (23-28 LB.)	1350

CARLOT CONVERSION FACTORS: (CONTINUED)

COMMODITY	CONTAINER	FACTOR
ONIONS	50 LB. SACKS	800 4000
PEACHES	BUSHEL (46-50 LB.)	675 900 1350
PEARS	BUSHEL	600
PEPPERS	BUSHEL	850 1 500
PLUMS	1/2 BUSHEL	1250
POTATOES	100 LB. SACKS	650-ID, MN-ND, ORE 550-MAINE & CANADA 500-OTHER STATES
SWEET POTATOES	BU. BSKTS. OR HAMPER (50 LB.)	600
SQUASH & PUMPKIN	BUSHEL (50 LB.)	750 4000
TOMATOES	8-QT CTNS. (9-11 LB.). 12-QT BASKETS (18-20 LB.)	4000 2000 1320 2000 2000
WATERMELONS	45,000 LBS. PER CARLOT EQUIVALENT	